

Talking Points for Governor's Conference on Tourism  
 MSU Riley Center, Meridian February 27, 2007 Mississippi the "Birthplace of America's Music." No other place can claim the phenomenal musical heritage and history that Mississippi can. This year we unveiled a "Blues Trail" Where you can trace the history of this deeply rooted music by visiting historical markers and sites found in numerous locations throughout the state. Other heritage trails being developed include our Civil War sites and the journey of the Civil Rights movement. Mississippi is proud to be the future home of a national Civil Rights Museum. Not only is our heritage rich, so is our food. Whether its fresh seafood from the coast or catfish from the Delta, our culinary delights are uniquely southern. Our world-class casinos provide endless entertainment. Luxury spa facilities, and shopping. Award-winning golf courses Provide plenty of opportunities to practice your swing. New courses Dogwood, Fallen Oak, and The Preserve Natural resources are one of Mississippi's biggest assets. Our lakes are used for boating and fishing while deer and bird hunting are prime sports. Hosting the Southern Governor's Association Conference The Gulf Coast is the site of the 73rd Annual SGA Meeting, August 24-27, 2007. Tourism is Vital With a direct FY 2006 economic impact of 75,200 jobs, \$1.4 billion in annual payroll, \$5.2 billion in tourist expenditures and \$551 million in Tourism Capital Investment. With a projected FY 2007 economic impact of 80,000 - 84,200 jobs, \$1.5 - \$1.55 billion in annual payroll, \$5.5 billion - \$5.8 billion in tourist expenditures and \$590 million in Tourism Capital Investment. · MS Development Authority and MS Tourism Association Public and Private Partnership. · Regional Partnerships Success of regional partnerships to promote tourism, MS Delta Tourism Assn., East MS Association, Natchez Trace Compact, MS Heritage Hills, Coastal Partnership\* · Legislative Tourism Incentive Bill Passed the House and is in a motion to reconsider in the Senate. Bringing MS Advertising Budget in line with neighbor states MS \$1.5 million placement, \$2 million including production LA Advertising Budget Amount for Placements - \$5.175 million for domestic and international media placement\* Amount for Marketing Budget - \$16.044 million\*\* Tennessee Department of Tourist Development: The estimated budget for ad placements is \$6,474,500. The estimated budget for marketing is \$8,223,200. (Does not include personnel costs) Arkansas Amount for Placements in FY07- \$6.3 million Total Amount for Marketing Budget - \$8.2 million Total Marketing Program budget, excludes fulfillment budget of \$1.2 million, marketing staff salaries, and travel. · Film Industry Legislation · Momentum Mississippi Mississippi Shines On In the wake of the worst

natural disaster in American history, Hurricane Katrina, the world liked what  
it saw \*the resilient spirit of our people. Sandy Bynum, APR  
Senior Manager Advertising, Publications and Promotions  
Mississippi Development Authority Tourism Division  
P.O. Box 849  
Jackson, Mississippi 39205-0849  
601.359.3297